



YOUR MONEY'S WORTH. MILE AFTER MILE AFTER MILE.

NEW CHEVY LUV. BEST MILEAGE OF ANY TRUCK YOU CAN BUY.



33 MPG HIGHWAY. 23 MPG CITY. EPA TESTS.

LUV GOES ON LESS GAS.

In EPA mileage tests, LUV is rated at 23 miles per gallon in the city—equipped with a manual transmission—and 33 miles per gallon on the highway. That's a better combined rating than any truck sold in America, whether foreign or domestic. **Remember:** these mileage figures are *estimates* as published in the EPA Buyer's Guide. Actual mileage will vary depending on the type of driving, driving habits, truck's condition, and available equipment. The chart below details the improved EPA mileage ratings of the new LUV.

EPA MILEAGE TEST RESULTS

	Transmission	1975		1976	
		City	Hwy	City	Hwy
49-State	Manual	19	27	23	33
49-State	Automatic			21	29
California	Manual	18	30	21	32
California	Automatic			19	28

LUV GOES AUTOMATIC WITH A NEW 3-SPEED AUTOMATIC TRANSMISSION.

LUV's newly available automatic transmission is the well-known Turbo Hydra-matic model THM-200, designed and manufactured by General Motors. The T-handle selector is pedestal-mounted on the floor.

NEW ENGINE.

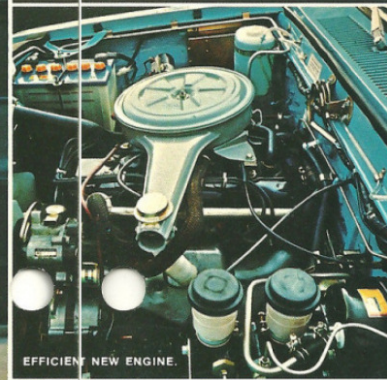
LUV's new 4-cylinder in-line engine is rated at 80 horsepower (SAE net). The single overhead camshaft has dual rocker arms with intake and exhaust efficiency assured by cross-flow-designed ports. Combustion chambers are hemispherical for efficient fuel burning. To save weight, the cylinder head is cast aluminum. For strength, 5 tri-metal steel-backed main bearings support the forged steel crankshaft. Fuel requirement is non-leaded fuel. California units include the catalytic converter.

NEW SMOOTH RIDE.

It starts with new E78-14B bias-belted passenger car type tires mounted on one-inch wider rims. Cab and body mounts and rear suspension bushings and shackles have been redesigned to smooth the ride. Vehicle trim attitude has been improved by redesigning the rear springs. LUV's rear springs consist of four semi-elliptical main leaves. Two-stage design, including an auxiliary leaf, helps compensate for increased cargo weights. To further soak up the jolts, LUV has torsion bar independent front suspension. Topping off LUV's ride: new full-foam cushioned seats.



NEW FRONT BUMPER PROVIDES A BOLD
NEW FRONT END APPEARANCE.



EFFICIENT NEW ENGINE.

NEW STANDARD FRONT DISC BRAKES.



MIKADO INTERIOR.



STANDARD INTERIOR.

PLUS ALL THIS CHEVY VALUE.

New standard front disc brakes. Front brakes are the single-cylinder floating calliper type. Power vacuum assist is standard.

Improved 4-speed manual transmission. LUV's standard transmission is a fully synchronized manual with a floor-mounted shift lever. It now features positive short-throw shifting for more convenience. The clutch housing and transmission case are combined in a single die-cast unit of aluminum.

Power flow-through ventilation. With the ignition on, the blower continuously brings in outside air which exhausts through outlets in the upper rear cab panels. System also provides pressure relief when closing doors with windows up.

Crank-down spare tire. LUV's spare tire is tucked up underneath the cargo box. A convenient crank inserted from the back raises and lowers the spare from its stowed position by a chain and winch.

Stowage area behind seat. Behind the latched backrest, there's a stowage area—a good place for tools and packages.

All-steel cab. The all-steel welded cab is bolted to the frame on biscuit-type mounts. They help insulate the cab from noise and vibration.

Tough frame. Ladder-type frame features box-section steel side rails with six heavy-duty crossmembers. Ten heavy-gauge welded brackets are used for mounting the pickup box; four more for LUV's cab.

Easy servicing. Look under LUV's hood and you'll see how conveniently everything is arranged for easy service. Most engine components are easily accessible from one side of the vehicle. Coded fuses in a plastic box help simplify servicing. Hoses in many critical areas are fiber-reinforced.

Available Mikado Model Option features new interior design. The new Mikado interior is a cheerful plaid cloth, available in blue (shown above), saddle and red. The Mikado option includes full-width seats up-

holstered in plaid cloth, matching door inserts, carpeted floor and door kick panels, leather-like covered three-spoke steering wheel and gearshift knob, automatic-locking retractable seat belts, deluxe dome lamps with door-operated switches, ashtray lamp, dual-note horn and Mikado nameplates on glovebox and rear fenders. Knit vinyl upholstery in saddle or blue also available with Mikado interior.

NEW STANDARD INTERIOR DESIGN.

The new standard LUV interior (above) features all-vinyl seat and door trim stitched in a new sew pattern that gives them a snappy look. The interior decor is available in saddle and blue, depending on exterior color. Also included is a new shoulder belt and a newly designed speedometer dial that displays both miles- and kilometers-per-hour.

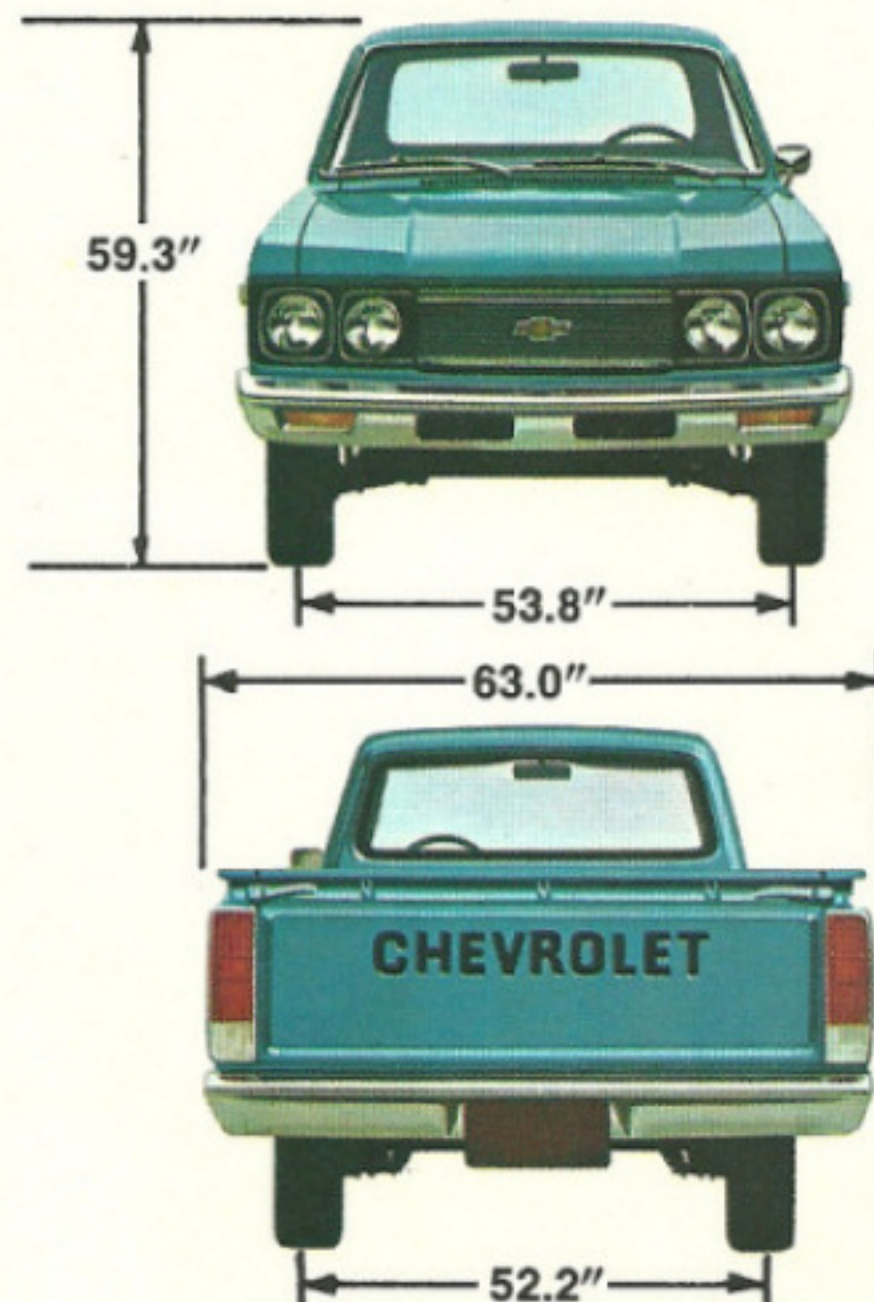
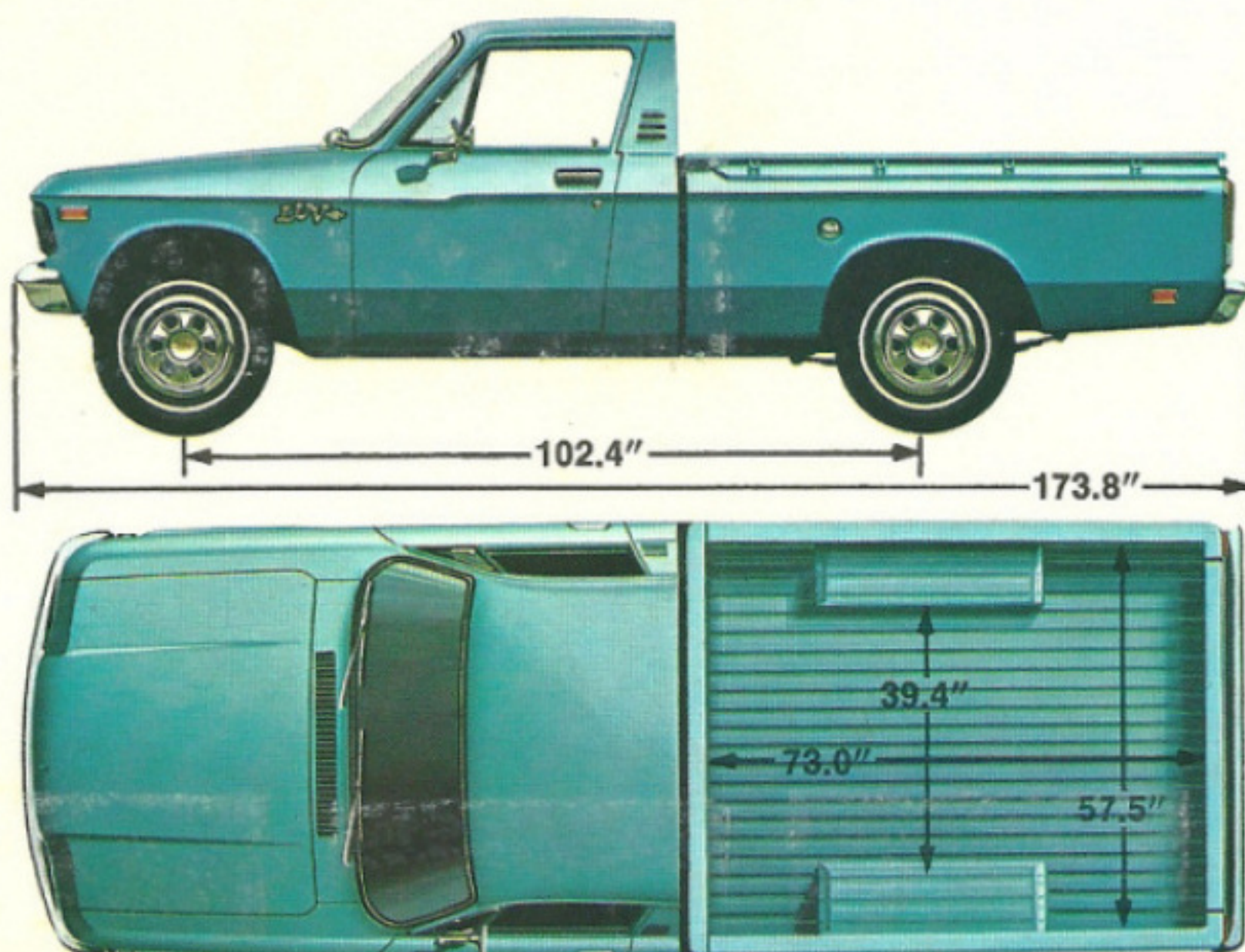
AVAILABLE OPTIONS AND ACCESSORIES.

Rear step bumper • Chrome rear bumper
• Decor Package (includes bright beltline

moldings, roof drip moldings, windshield moldings, chromed wheel discs) • Factory-installed air conditioning • AM or AM/FM pushbutton radio • E78-14B tubeless bias-belted whitewall tires • Automatic transmission • Sliding rear window • Front

bumper guards • Mud flaps • Right-hand exterior mirror • Chromed wheel covers.

SPECIFICATIONS



ENGINE

Displacement—110.8 cu. in.
Bore and Stroke—3.31 x 3.23 in.
Net HP (SAE)—80 @ 4800
Net torque (SAE)—95 @ 3000
Comp. ratio—8.5:1

ELECTRICAL

12-Volt Battery—50-amp
Alternator—35-amp

TRANSMISSION

4-speed
Type—Fully synchronized

REAR SUSPENSION

Hypoid, leaf spring
Axle capacity—3500 lbs.
Ratio—4.10:1
Springs—2-stage
Shock absorbers—1" diameter

FUEL TANK

13 gallons
Pump—Electrical

STEERING

Recirculating ball
Turning diameter—36.2 feet

BRAKES

Front—disc/Rear—drum
Master cylinder—Tandem Piston
Power assist—Standard
Parking—Cable

FRONT SUSPENSION

Independent torsion spring
Stabilizer—Standard
Shock absorbers—1" diameter

FRAME

Ladder-type

TIRES (5)

E78-14B (4PR)
Type—Tubeless

SPARE TIRE CARRIER

Winch/Chain Unit under Box

WEIGHTS

GVW rating—3950 lbs.
Curb weight—2460 lbs.
Passenger weight (2)—300 lbs.
Accessories—80 lbs.
Net payload—1190 lbs.
Gross payload*—1490 lbs.

*Includes driver, passenger, cargo and equipment.

INTERIOR TRIM / EXTERIOR COLOR COMBINATIONS.



A. Standard Vinyl
(1) Blue, (2) Saddle.



B. Mikado Knit Vinyl
(1) Blue, (2) Saddle.



C. Mikado Cloth (1) Blue,
(2) Saddle, (3) Red.



Crimson Red
with A-2, B-2, C-3



Jasmine Yellow
with A-2, B-2, C-2



Sky Blue
with A-1, B-1, C-1



Desert Tan
with A-2, B-2, C-2



Strato White
with A-1, A-2, B-1, B-2, C-1, C-3



Shannon Green
with A-2, B-2, C-2

All illustrations and specifications contained in this literature are based on the latest product information available at the time of publication approval. The right is reserved to make changes at any time in prices, colors, materials, equipment, specifications and models, and also to discontinue models. Chevrolet does not manufacture all of the special equipment shown installed on the trucks in these pages. However, it is available through many Chevrolet LUV dealers. CHEVROLET MOTOR DIVISION OF GENERAL MOTORS CORPORATION, DETROIT, MICHIGAN 48202. LITHO IN U.S.A.

Jan., 1976

3336-1



Chevrolet salutes America's Bicentennial
as a sponsor of the U.S. Olympic Team.

